



FACTOR INFLUENCING CUSTOMER ONLINE PURCHASE INTENTION IN COSMETIC PRODUCTS

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**BACHELOR OF BUSINESS ADMINISTRATION
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JANUARY 2019

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PRODUCTS**

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY OF TECHNOLOGY MARA
(CAWANGAN MELAKA) CAMPUS BANDARAYA MELAKA**

JANUARY 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”

I, Nur Shafiqah Binti Muhammad Marzuki (951219-14-6252)

Hereby, declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF TRANSMITTAL

The Head of Program

Bachelor of Business Administration (Hons) in Marketing

Faculty of Business and Management

Universiti Teknologi MARA

Melaka Kampus Bandaraya

110 Off Jalan Hang Tuah

75300 Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Enclosed here is the researched entitle ” FACTORS INFLUENCING ONLINE PURCHASE INTENTION ON COSMETIC PRODUCT” to fulfil requirement of Bachelor Administrative with Honours and also achieved the objective of the study.

Thank you,

Yours faithfully,

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(NUR SHAFIQA BINTI MUHAMMAD MARZUKI)

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BBA (HONS) MARKETING

ABSTRACT

The purpose of this research is to examine the factors influencing online purchase intention on cosmetic product among online consumers in Malaysia. One of the aims of this study is to know the main factors that influencing online purchase intention on cosmetic product as previous research only focused on conventional rather than e-business. This study is to observe the factors that influence relationship between the factors which are trust, perceived risk, shopping enjoyment, site design and online purchase intention as well as establish the significance of each factor in predicting online purchase intention on cosmetic product. Online questionnaires were distributed to the respondents from Melaka Tengah. Through the online questionnaires, the Statistical Programme for Social Sciences (SPSS) was used to analysis the data. Analyses were done to achieve the objectives of this study which are to determine the relationship between trust, perceived risk, shopping enjoyment and site design with online purchase intention and to identify the most influential factor towards online purchase intention. Lastly, the researcher hopes that this study will help online retailers to be more aware on what are the factors that influence online purchase intention on cosmetic products.